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Marketing A Love Story

**Marketing A Love
Story How To Matter
Your Customers
Kindle Edition
Bernadette Jiwa**

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**How To Matter How to Matter to
Your . . .**

Bernadette Jiwa in the book

"Marketing: A Love Story",

conveys the importance of

creating a meaningful

relationship with your

customers. It is not about

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marketing-mix or A/B
testing. But the mindset of
being in service to those
who care en

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Bernadette Jiwa

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...

Delve in and find out how to

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turn your marketing into a love story your customers will fall in love with. Read more. 4 people found this helpful. Report abuse. Kate H. 5.0 out of 5 stars She did it again - this is a winner. Reviewed in the

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United Kingdom on October 5,
2014. Verified Purchase.

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October 2014. Bernadette's

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back, and just in time. This is her finest work, a book that ought to be read by everyone on your team, and somehow hidden from your competitors. — SETH GODIN. One of the biggest challenges we face as

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entrepreneurs and innovators
is understanding how to
communicate the value of our
products and services to
people in the marketplace.

**Marketing: A Love Story |
The Story of Telling**

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On one side, list your tangible assets, things like stock, equipment, products and your website. On the other side, make a list of your intangible assets, stuff like intellectual property, trademarks, brand

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names, the skills of your team, your customer database, your reputation and the trust you have built over time.

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Use images, videos, case studies and stories. Think about how we want the people who use our products and services to feel. Write descriptions and create content that helps people to experience those feelings

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before they ever use the product or service. Behave like a lover, or at least a very dear friend.

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About Marketing: A Love

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Marketing A Love Story

Story As the subtitle suggests, this book is all about how to create marketing that matters to your customers. The author, Bernadette Jiwa, is not talking about marketing in terms of sales funnels,

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conversion rates, or A/B testing, she is talking about marketing that actually resonates with your customers.

**BOOK REVIEW: Marketing: A
Love Story by Bernadette**

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Jiwa How To Matter Your

In this review I'll talk about her wonderful book *Marketing: A Love Story*. In it Bernadette talks about how we make our ideas resonate. She redefines marketing and shows you how

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our ideas can translate into value. She shows you how to bridge the gap between your work and what your customers really want. And she does it all in just 110 pages!

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Bernadette Jiwa Book Review

Customers Kindle Edition

This humour is a little more subdued... but a great example of the ability to use humour in B2B to a traditionally serious market - with a traditionally facts based,

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rational marketing approach.
Thanks to Ann Handley's blog
for pointing this one out in
Humor and B2B Marketing: A
Love Story.

**Humor and B2B Marketing: A
Love Story - Ann Handley**

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Marketing is "the story of how you create difference for your customers." And marketing done right, Jiwa contends, is a love story. As such, "instead of trying to describe what it is you're selling, set out to

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change how people feel the moment they read your copy or visit your website." Here are 10 takeaways from Bernadette Jiwa:

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Bernadette Jiwa**

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We tend to have no shortage of ideas, but we struggle to tell the story of how they are going to be useful in the world and why they will matter to people. Marketing is the way we communicate how our ideas translate to

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value for people in a
marketplace.

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My New Book—Marketing: A
Love Story. filed in
Marketing, Storytelling,

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Strategy. My new book is here. You can buy it now on Amazon in paperback and in Kindle. I've wanted to find a way to juxtapose the concepts of marketing and love in a book for a long time. I like to think that

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even if you never opened the book, just owning it—seeing it ...

Bernadette Jiwa

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Telling**

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formats/editions....

Marketing is the way we communicate how our ideas translate to value for people in a marketplace.

Marketing has become a necessary evil for every business, but what if we

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adopted a different view of
it? What if marketing was
less about promotion or
coercion and more about
reaching out to people ...

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In the current age of selling, the sales and marketing relationship has to be tighter than ever for your brand to succeed, especially in small business. You've heard a lot about sales and marketing

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partnering together, but what's the most successful way? Join us to hear about the Small Business Sales and Marketing love story at Salesforce. Mike Wolff, SVP Small Business Sales, and Adrian ...

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How To Matter Your

**When Sales Meets Marketing:
a Love Story - Salesforce
Live**
Bernadette Jiwa

What listeners say about
Marketing: A Love Story.
Average Customer Ratings.
Overall. 4.5 out of 5 stars

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Stars 15 3 Stars 10 2 Stars
6 1 Stars 2 Performance. 4.5
out of 5 stars 4.4 out of
5.0 5 Stars 55 4 Stars 12 3
Stars ...

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Bernadette Jiwa | Audiobook

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Delve in and find out how to turn your marketing into a love story your customers will fall in love with. Read more. 4 people found this helpful. Report abuse. Mr.

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T. Kilpatrick. 5.0 out of 5 stars Excellent, succinct book, a new truth on every page. Reviewed in the United Kingdom on 3 June 2017.

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Bernadette Jiwa
Email Signatures +
Marketing: A Love Story
Written by Dan Hanrahan

Category: Marketing. In the spirit of Valentine's Day, let's explore a marketer's relationship with the

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corporate email signature.

Like a grade school girl being chased and teased by the boys at recess, the marketer first views the signature as simply annoying.

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**Email Signatures +
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Terminus Site**

Marketing is not a department - it's the story of how you create difference for your customers. We spent \$500 billion globally on

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advertising in 2013. Every year we're spending more money, to interrupt more people, more often, with messages they don't care about and don't pay attention to.

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